

Serial No. 10/624,898
Amendment dated June 24, 2005
In Reply of Office Action dated February 24, 2005

R E M A R K S

The Office Action dated February 24, 2005 has been received and its contents carefully noted.

In view of the foregoing amendments and following representations, reconsideration and allowance are requested.

Examiner Pascua is thanked for the courtesies extended undersigned counsel during the telephone interview of June 23, 2005.

During that interview claim 1 and U.S. Patent No. 4,380,315 to Steidinger were discussed.

Applicant's representative pointed out that Steidinger would have required markedly different structural features as compared to the complicated Steidinger accordion fold mailer with multiple layers of temporary adhesive strips and temporary alignment and advancing holes.

During the June 23, 2005 telephone interview, it was pointed out that Figs. 6 and 7, for example, show that a number of webs have been provided, and the drawing objection was unwarranted. Examiner Pascua asked that such be pointed out again in a written response.

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No agreement was reached with respect to allowability.

As to the Office Action itself, please note the following.

As to the objection to the drawings in part 3 of the Office Action, please note the following.

Every feature of the invention specified in the claims has already been shown in the drawings. As discussed during the June 23, 2005 telephone interview, it may be readily appreciated by considering Figs. 6 and 7, for example, that a number of webs have been provided. Please see e.g. web 61 cut in half to become web 61a and web 61b, which may likewise be used in conjunction with a web 71 as described in the related text, and throughout.

Thus, the remainder of the drawing objection is moot.

To overcome the rejection of some of the claims as being indefinite, the claims have been amended along the lines suggested by the Examiner.

To overcome the rejection of the claims as being taught by U.S. Patent No. 4,380,315 to Steidinger, the claims have been amended to still further define thereover.

For example, Steidinger, although presumed novel and

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unobvious at the time it issued in April 1983, is directed to earlier generations of advertising packets.

The Steidinger packet requires adhesive between each of the layers of the packet in order to maintain alignment and registration of the various layers of components. Please see the exploded view of Fig. 2 of Steidinger in which lines of adhesive 39, 57, and 53, for example, are shown on respective ones of the spaced apart layers.

Applicant's novel and unobvious advertising packet has provided and is specifically claimed as including various sheets which can be provided adjacent to each other and substantially free of adhesive.

The self sealing adhesive which is claimed in independent claim 1 is a releasable contact adhesive which is provided for releasably joining envelope panels. The releasable adhesive is provided on a claimed gripping section.

Steidinger again teaches directly away from this claimed releasable contact adhesive as Steidinger provides for non-releasable adhesive which is not intended to be pulled apart.

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Please see the staggered lines of adhesive 45 and 45' which are intentionally offset from each other in the Steidinger packet (see e.g. Fig. 1 of Steidinger and the related text). Those lines must be offset because when glue line 45 contacts glue line 45' of Steidinger, they are non-releasably attached. It is for that reason that the user must rip open the Steidinger envelope as shown in Figs. 3 and 5 of Steidinger. Steidinger describes the need to offset patches of the adhesive 45 in column 4, lines 15-26, for example.

Still further, Applicant teaches the provision not only of the claimed plurality of insert paper sheets provided adjacent each other and substantially free of adhesive, but also teaches the provision of additional rectangular insert paper sheets from a second web which are provided adjacent to each other and substantially free of adhesive.

Steidinger on the other hand, teaches the use of adhesive to secure each of the various layers together.

Thus, not only would Steidinger have failed to anticipate Applicant's claimed invention, but Steidinger would have taught

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away from it.

In sum, the application is submitted to be in condition of allowance with at least elected and examined claims 1, 2, 3, 8, 9, and 32.

Claim 1 is in independent form.

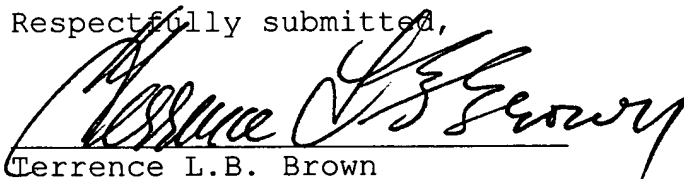
Attached is a check in the amount of \$60.00 (small entity) for a one-month extension of time. It is believed that no additional fee is due. Should that determination be incorrect, Examiner Pascua is hereby authorized to charge any deficiencies to our Deposit Account No. 19-2105 and notify the undersigned in due course.

Should any outstanding formal matters or other issues remain, Examiner Pascua is requested to telephone Terrence Brown at (703) 684-5600 to resolve such.

Date:

June 24, 2005

Respectfully submitted,


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